

Book
OCTOBER 1955

ORGANIZATION
AND
FUNCTIONS

of

the AGRICULTURAL
MARKETING SERVICE



UNITED STATES DEPARTMENT OF AGRICULTURE

FOREWORD

Employees of the Agricultural Marketing Service are engaged in many kinds of work embracing all phases of the marketing of farm products--from the farm gate to the city consumer's table. AMS workers in both large and small offices throughout the nation serve all segments of agriculture and cooperate with almost every agricultural research or service institution.

Because the range of agricultural marketing problems is so wide, the necessary division of labor requires each of us to give primary attention to some particular phase of the program. However, it is desirable that we keep in mind the over-all task of our agency and understand where our own activities fit into the total effort.

That is the primary purpose of this pamphlet. In the following pages the major functions and the names of the principal officers are shown for each Division. A picture chart of the Washington organization appears on pages 6 and 7.

O. V. Wells

O. V. Wells, Administrator
Agricultural Marketing Service

ORGANIZATION

The Agricultural Marketing Service uses standard terms adopted by the Department for its various organizational levels and their directing officials. These standards used throughout the Department of Agriculture are as follows:

<u>Organizational Entity</u>	<u>Directing Official</u>
Department	Secretary
Service	Administrator
Division	Director
Branch	Chief
Section	Head
Unit	Supervisor

This pamphlet describes the functions and lists the directing officials through the Branch level. Field organization is shown only for staff offices servicing all AMS programs carried out in specific geographical areas.

OFFICE OF THE ADMINISTRATOR

O. V. Wells, Administrator

The Administrator is responsible for the general direction and supervision of AMS. He reports to the Assistant Secretary for Marketing and Foreign Agriculture.

Administrator's Staff Offices

Liaison Office, Commissioners of Agriculture..... Wm. C. Crow

Provides leadership, coordination, and consulting services to States, including Departments of Agriculture, and the review and approval of projects prepared by the States under the matching funds provisions of the Agricultural Marketing Act of 1946.

Chairman, Outlook and Situation Board..... Bushrod W. Allin

Serves as the Chairman of the Outlook and Situation Board and provides for the technical review and approval of all economic outlook and situation reports prepared within the Department.

Statistical Clearance and

Standards..... Earl E. Houseman

Reviews and clears all survey plans, reporting requirements, and forms originating in the Department which require Budget Bureau approval; provides consultant service on statistical techniques, and liaison for coordination of statistics within the Department.

Marketing Information Division

Franklin Thackrey, Director

Administers a comprehensive marketing information program involving the broad economic, statistical, marketing, distribution and related programs of AMS.

Marketing Research and Statistical

Programs Branch.....	Bert Johnson, Chief
Marketing Programs Branch.....	Walter John, Chief
Administrative Officer	Elva McCaffrey

Area Offices

Northeast	New York	Stanley A. Flower, Chief
Southeast	Atlanta	Arthur W. Susott, Chief
Midwest	Chicago	John C. Baker, Chief
Southwest	Dallas	Harold C. Bryson, Chief
Western	San Francisco	J. Stan Livingstone, Chief

Program Appraisal and Audit Division

Lee A. Dashner, Director

Conducts program appraisal surveys of policies and programs of AMS to determine whether they are properly coordinated internally and with those of other agencies of the Government and Industry or trade, whether authorizations are properly utilized in program operations, and whether policies and programs are executed effectively, efficiently, and economically. Conducts internal and external audits of the operations of AMS, its agents and contractors, cooperating State agencies, market administrators, and control committees. Develops, installs, and revises accounting systems, methods, and procedures for market administrators and control committees operating under marketing agreements and orders. Conducts accounting and general investigations of alleged or apparent violations and irregularities arising from AMS operations, activities and programs.

Chief Investigator.....	James L. Sarver
Chief Auditor.....	Norman P. Arey
Chief Program Appraisal Officer	Donald A. Russell
Administrative Officer	John A. Wirt

Area Offices

Atlanta	Carl E. Schlossstein, Chief
New York (Sub-office)	William J. Jones, Supervisory Auditor
Chicago	James M. Carvajal, Chief
San Francisco.....	John T. Mirch, Chief

ASSISTANT ADMINISTRATOR FOR MANAGEMENT

Henry G. Herrell, Assistant Administrator

Directs and coordinates the over-all management, budget, fiscal, personnel, and administrative services activities of AMS.

Administrative Services Division

L. Kenneth Wright, Director

Plans and carries out the administrative services program in AMS, including property management, procurement, records, reports and forms management, real estate, space and equipment management, procedure management, and communications, and research contract control under the Agricultural Marketing Act of 1946.

Procedures and Forms Branch..... A. Sydney Skoglund, Chief
Procurement and Property Branch..... Stanley J. Dorick, Chief
Records and Communications

Branch..... Randall W. Everett, Jr., Chief
Administrative Officer ¹ Mary W. Cannon

Budget and Finance Division

Arthur J. Holmaas, Director

Plans and administers the budgetary and fiscal operations of AMS, including the preparation of the AMS budget, and the establishment of required controls with respect to apportionments, obligations, and expenditures of available funds, maintenance of accounts and records, and related financial management services in connection with AMS programs.

Budget Branch..... Arthur J. Holmaas, Acting
Chief

Financial Management Branch..... James Q. Huey, Chief
Fiscal Branch..... Robert G. Schottler, Chief
Administrative Officer..... Floyd E. Barton, Acting

Personnel Division

William C. Laxton, Director

Plans and administers the personnel program for AMS, including classification and organization, wage and salary administration, employment and employee relations, employee development and training, performance ratings, safety and health, incentives and awards, retirement counseling, discipline, and related activities.

Classification and Organization Branch.... Joseph H. Lott, Chief
Employee Development, Health and

Incentives Branch..... Jack A. Hamblin, Chief
Employment and Employee Relations

Branch..... C. K. Morrison, Chief
Administrative Officer Gertrude M. Reynolds

¹ Serves as Administrative Officer for the Office of the Administrator.

Area Administrative Divisions

The three area administrative divisions participate in the development of national administrative management policies and programs, and have the responsibility for planning and conducting activities concerning administrative services, personnel, budget and fiscal matters within assigned geographic areas of the United States.

In addition to its normal responsibilities, the Eastern Area Administrative Division, located in Washington, D. C., provides procurement, time, leave, payroll and administrative voucher examining services for all AMS personnel stationed in Washington, D. C., and Beltsville, Md.

The area serviced by these three divisions, with certain functional exceptions, and their headquarters are shown on the map on the next page.

Eastern Area Administrative Division

U. S. Department of Agriculture
Washington 25, D. C.

James R. Roberts, Director

Administrative Services Branch.....	Seth T. Brewer, Chief
Budget and Finance Branch.....	T. Edwin Moore, Chief
Personnel Branch.....	Albert W. Riggs, Chief

Central Area Administrative Division

536 South Clark Street
Chicago 5, Illinois

Maurice P. Ward, Director

Administrative Services Branch.....	R. Bender, Chief
Budget and Finance Branch.....	M. H. Kennedy, Chief
Personnel Branch.....	John F. Hays, Chief

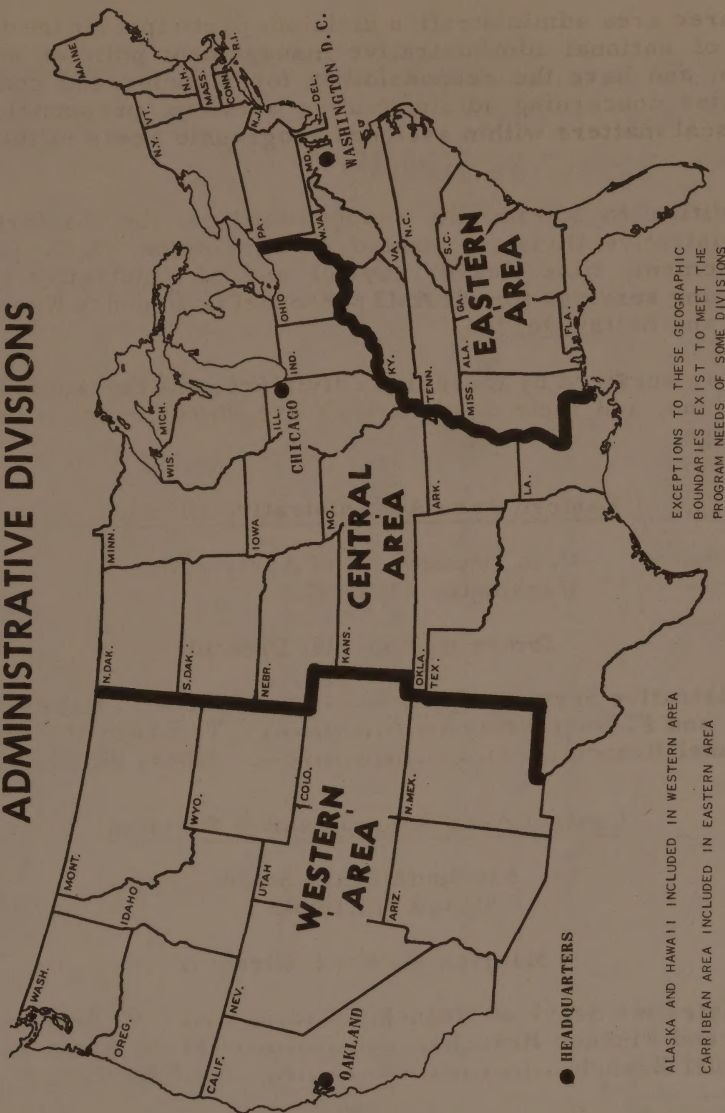
Western Area Administrative Division

1515 Clay Street, 6th Floor
Oakland 12, California

Paul A. Auge, Director

Administrative Services Branch.....	E. L. Kessler, Chief
Budget and Finance Branch.....	Elliott J. Roberts, Chief
Personnel Branch.....	Joseph L. Phillips, Chief

GEOGRAPHIC BOUNDARIES OF AREA ADMINISTRATIVE DIVISIONS



U. S. DEPARTMENT OF AGRICULTURE

AGRICULTURAL MARKETING SERVICE

AGRICULTURAL MARKETING SERVICE ORGANIZATION

ADMINISTRATOR
GARY V. WELLS



**Assistant
Administrator
for Management**



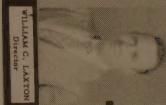
**ADMINISTRATIVE
SERVICES DIVISION**



**LOGISTICS
AND
TRANSPORTATION
DIVISION**



**PERSONNEL
DIVISION**



**DEPUTY ADMINISTRATOR
Marketing
Research and Statistics**



**AGRICULTURAL
ECONOMICS
DIVISION**



**AGRICULTURAL
ESTIMATES
DIVISION**



**MARKETING
RESEARCH DIVISION**



**MARKETING
INFORMATION
DIVISION**



**PRICING
APPEALS AND
ADJUDICATION
DIVISION**



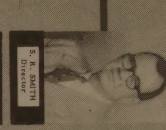
**DEPUTY ADMINISTRATOR
Marketing Services**



COTTON DIVISION



**PEANUT
AND
VEGETABLE
DIVISION**



**SPECIAL SERVICES
DIVISION**



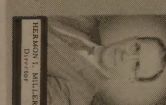
WHEAT DIVISION



EGG DIVISION



POLLINATE DIVISION



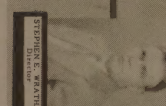
**PROD DISTRIBUTION
DIVISION**



**LIVESTOCK
DIVISION**



FOOD AGENCIES



**LARD,
COMBINED
AND
MARGARINE**



**GRAIN,
COTTON AND
SUGAR BEET**



**SPERMAL
CLAY AND
SILICA**



DEPUTY ADMINISTRATOR, MARKETING RESEARCH AND STATISTICS

Omer W. Herrmann, Deputy Administrator
H. M. Southworth, Assistant to Deputy Administrator

The Deputy Administrator, Marketing Research and Statistics, participates with the Administrator in the over-all planning and formulation of AMS programs and activities, and coordinates the activities of (a) the Agricultural Economics Division, (b) the Agricultural Estimates Division, and (c) the Marketing Research Division.

Agricultural Economics Division

Frederick V. Waugh, Director

Administers broad economic analyses and statistical programs covering agricultural prices and income, commodity outlook and situation, food demands and consumption, farm population and rural life, agricultural history, and related activities. Such research as is carried on in the field is ordinarily in cooperation with the land-grant colleges.

Farm Income Branch.....	Nathan M. Koffsky, Chief
Farm Population and Rural Life Branch.....	Margaret J. Hagood, Chief
Statistical and Historical Research Branch.....	James P. Cavin, Chief
Administrative Officer	Genett H. Jebens

Agricultural Estimates Division

Sterling R. Newell, Director

Deputy Director and Vice Chairman of the

Crop Reporting Board.....	Richard K. Smith
Deputy Director	Glenn D. Simpson
Assistant to the Director	Paul L. Koenig

Administers broad programs of crop and livestock estimates and reporting, including estimates of production, supply, price, and other aspects of the agricultural economy, collection of statistics, conduct of research on sampling techniques used in gathering and evaluating statistical data, and related activities. The Director serves as Chairman of the Crop Reporting Board.

Agricultural estimates work is carried on in 41 State offices and in the Territory of Hawaii. The New England area is handled by one office at Boston; Nevada is handled by the Utah office; and Delaware is handled by the Maryland office. There is a Special Dairy Office in Chicago, and two statistical laboratories are operated in cooperation with the State colleges at Ames, Iowa, and Raleigh, North Carolina.

Agricultural Estimates Division--Continued

Research and Development Staff..... Walter A. Hendricks,
Chief

Agricultural Price Statistics

Branch..... B. Ralph Stauber, Chief
Dairy Statistics Branch..... Benjamin H. Bennett, Chief
Field Crop Statistics Branch..... Charles E. Burkhead, Chief
Fruit and Vegetable Statistics Branch.. Reginald Royston, Chief
Livestock and Poultry Statistics
Branch..... Arnold V. Nordquist, Chief
Special Statistics Branch..... Emerson M. Brooks, Chief
Administrative Officer William H. Evans

Marketing Research Division

Harry C. Trelogan, Director
Earl R. Glover, Assistant to the Director
Arthur W. True, Assistant to the Director

Administers or participates in the administration of broad agricultural marketing research and development programs authorized by the Agricultural Marketing Act of 1946, and other legislation designed to maintain quality, expand outlets, and increase efficiency. The work includes economic, biological, and physical research to develop improved methods, equipment, facilities, information, organization, and management for transporting, handling, storing, packaging, distributing, financing, and pricing agricultural products. It includes also closely associated services required to get improvements adopted to provide more orderly and less costly movement of agricultural products from farms to consumers, and related activities.

Biological Sciences Branch..... Wilbur T. Pentzer, Chief
Market Development Branch..... Robert M. Walsh, Chief
Market Organization and Costs
Branch..... D. Barton DeLoach, Chief
Transportation and Facilities
Branch..... Wm. C. Crow, Chief
Administrative Officer George M. Terry

Field work in this Division is carried on at State universities, laboratories, and small field offices.

DEPUTY ADMINISTRATOR, MARKETING SERVICES

Roy W. Lennartson, Deputy Administrator
Frank E. Blood, Assistant to Deputy Administrator
F. R. Burke, Assistant to Deputy Administrator

The Deputy Administrator, Marketing Services, participates with the Administrator in the over-all planning and formulation of AMS programs and activities, and coordinates the activities of (a) the seven Commodity Divisions (Cotton, Dairy, Fruit & Vegetable, Grain, Livestock, Poultry, and Tobacco), (b) the Food Distribution Division, and (c) the Special Services Division.

Cotton Division

E. J. Overby, Director
Rodney Whitaker, Deputy Director

The Cotton Division administers marketing services (inspection, grading, classing, standardization, testing, market news, and reporting); surplus removal, expansion of market outlets, regulatory and related programs for cotton, cottonlinters, cottonseed, cotton products, and other vegetable fibers and related commodities.

Grading and Market News Branch.....	A. C. Robison, Chief
Standards and Testing Branch.....	J. W. Wright, Chief
Administrative Officer	E. J. Seidel

Dairy Division

H. L. Forest, Director
H. C. Feddersen, Deputy Director

The Dairy Division administers marketing services (inspection, grading, standardization, testing, market news and reporting); surplus removal, expansion of market outlets, Federal Milk Marketing Orders under the Agricultural Marketing Agreement Act of 1937, and related programs for milk and dairy products.

Inspection and Grading Branch.....	B. J. Ommodt, Chief
Market News Branch (Dairy and Poultry).....	H. A. Rust, Chief
Market Orders Branch.....	W. G. Sullivan, Chief
Standardization & Program Development Branch.....	John C. Blum, Chief
Administrative Officer	Gordon D. Livermore

Food Distribution Division

Martin D. Garber, Director
Howard P. Davis, Deputy Director
Marvin M. Sandstrom, Deputy Director

The Food Distribution Division administers the Special School Milk and the School Lunch Programs; the direct distribution of Section 32 and Section 416 commodities; the Food Trades program designed to improve marketing and increase consumption of agricultural commodities; food preservation and related work with the Federal Civil Defense Administration on emergency food supplies and their distribution, and related distribution programs.

Direct Distribution Branch..... J. A. Hutchins, Jr. Chief
Food Trades Branch G. C. Freeman, Chief
Program Analysis and Development
Branch S. C. Vanneman, Chief
School Lunch Branch..... H. D. Rorex, Chief
Administrative Officer Guy W. Carmack

Fruit & Vegetable Division

S. R. Smith, Director
F. F. Hedlund, Deputy Director
G. R. Grange, Deputy Director
Arthur E. Browne, Assistant to the Director
Eldon E. Shaw, Assistant to the Director

The Fruit and Vegetable Division administers marketing services (inspection, standardization, testing, market news and reporting); surplus removal, expansion of market outlets, marketing agreements and orders, regulatory, and related programs for fruits and vegetables, their processed products, and other assigned commodities.

Fresh Products Standardization and

Inspection Branch..... E. E. Conklin, Chief
Fruit Branch..... P. A. Nicholson, Chief
Market News Branch..... C. D. Schoolcraft, Chief
Processed Products Standardization

and Inspection Branch..... F. L. Southerland, Chief
Regulatory Branch..... J. J. Dimond, Acting Chief
Specialty Crops Branch..... J. C. Genske, Acting Chief
Vegetable Branch..... K. W. Schaible, Chief
Administrative Officer Richard M. Smith

Grain Division

Bert W. Whitlock, Acting Director
Clyve W. Jackson, Assistant to the Director

The Grain Division administers marketing services (inspection--includes U. S. Grain Standards and Federal Seed Acts--standardization, testing, market news and reporting); expansion of market outlets, regulatory, and related programs for grain, grain products, seed and related commodities.

Grain Division--Continued

Inspection Branch.....	Jason E. Barr, Chief
Market News Branch.....	Thomas J. McGuire, Chief
Seed Branch.....	Walter A. Davidson, Chief
Standardization and Testing Branch..	Lawrence Zeleny, Chief
Administrative Officer	J. Hendley Jones

Livestock Division

H. E. Reed, Director
D. M. Pettus, Deputy Director
R. D. Conklin, Assistant to the Director

The Livestock Division administers marketing services (grading, standardization, testing, market news and reporting); surplus removal, expansion of market outlets, regulatory, and related programs for livestock, meat, meat products, wool, mohair, and related commodities.

Market News Branch.....	James Hartnell, Chief
Packers and Stockyards Branch.....	Lee D. Sinclair, Chief
Program Analysis Group	Reed A. Phillips, Chief
Standardization and Grading Branch.....	Fred J. Beard, Chief
Administrative Officer	Stanley Loomis

Poultry Division

Hermon I. Miller, Director
David L. Hume, Assistant to the Director
Bernard M. Meeks, Assistant to the Director

The Poultry Division administers marketing services (grading, standardization, testing); surplus removal, expansion of market outlets, poultry meat inspection, and related programs for poultry, poultry products, and related commodities.

Grading Branch.....	H. G. F. Hamann, Chief
Inspection Branch.....	Roy E. Willie, Chief
Standardization and Marketing Practices Branch.....	M. W. Buster, Chief
Administrative Officer	Iris Grassel

Special Services Division

George A. Dice, Director
Irvin L. Rice, Assistant to the Director

The Special Services Division administers the provisions of the U. S. Warehouse Act, including the examination, licensing, bonding, and supervision of insurance, rates, and warehouse receipts of warehouses operating under the Act; carries out assigned responsibilities for the administration of Section 201 of the Agricultural

Adjustment Act of 1938, as amended, and Section 203 (j) of the Agricultural Marketing Act, as amended; directs and coordinates the planning activities assigned with respect to civil defense and defense production and mobilization; and other marketing service activities and programs as assigned.

Freight Rate Services Branch..... Charles B. Bowling, Chief
U. S. Warehouse Act Branch..... Carl J. Miller, Chief
Administrative Officer Irene I. Kimble

Tobacco Division

Stephen E. Wrather, Director
Claude G. Turner, Deputy Director

The Tobacco Division administers marketing services (inspection, standardization, testing, market news and reporting); expansion of market outlets, marketing agreements and orders, regulatory, and related programs for tobacco products, byproducts, naval stores and related commodities.

Marketing Programs Branch..... M. I. Dunn, Chief
Naval Stores Branch..... V. E. Grotlisch, Chief
Standards Branch..... F. B. Wilkinson, Chief
Program Analyst..... Albert Doub, Jr.
Administrative Officer W. M. Richardson

Some Other Facts About AMS

Reports and Market News

During fiscal year 1955, copies of market news reports distributed by mail numbered approximately as follows:

1.3 million for cotton, 1.1 million for tobacco, 10.2 million for fruit and vegetables, 4.6 million for livestock, and 2.3 million for grains. Daily market reports receive wide distribution through the news wire service and radio. For example, market reports appear in more than 1,200 daily papers and are broadcast over more than 1,500 radio stations.

More than 600,000 voluntary crop reporters (farmers and others) furnish information to the Crop Reporting Board through 41 State offices of the Agricultural Estimates Division, which provides the basic statistics for more than 500 separate reports (approximately two for each working day of the year). About 10.5 million copies of crop, livestock, price, and other reports are distributed annually. The crop and livestock reporting service is conducted in cooperation with the State Department of Agriculture, or State Agricultural College, in most States. About 93 economic outlook and situation reports are issued each year, covering 16 commodities and general fields.

Inspection, Grading, and Classing

AMS, in fiscal year 1955, classified 11,866,000 bales of cotton and about 207,000 bales of linters. Approximately 3.9 billion pounds of dairy products were inspected and graded. The equivalent of over 30 million cases of processed and shell eggs were graded as were over half a billion pounds of poultry. Almost a billion and three-quarters pounds of poultry were processed under the Department's sanitation program. Over one and one-quarter billion pounds of poultry on a ready-to-cook basis were inspected for wholesomeness. About 2.7 billion pounds of tobacco were inspected at 170 designated and 4 undesignated markets--all of the tobacco sold at auction. In addition, 378.6 million pounds were inspected under cooperative agreement with marketing associations. Approximately 83% of the gum rosin crop was Federally inspected, representing 442,000 drum equivalents (517 net pounds to a drum); 7,462,000 gallons of turpentine of all kinds, including wood turpentine, were inspected and certified, both for bulk domestic and export shipment and when packed in small containers for retail sale. About 2,538,000 inspections, covering 4.8 billion bushels of grain, were made at 169 inspection points and at 125 other designated points. There were 1,320,800 carlots of fresh fruits and vegetables, 103,863,000 cases of canned fruits and vegetables and marine products, and over 1.9 billion pounds of frozen, dried, dehydrated and otherwise processed products inspected during 1955. There were 3,081 U. S. Standards for grades of agricultural products in effect as of June 30, 1955. More than 6.5 billion pounds of meat were graded last fiscal year. There are 1,915 packers, 1,308 licensed poultry dealers, and 5,375 market agencies and livestock dealers registered under the Packers and Stockyards Act, and 335 stockyards are posted under the Act.

Food Distribution

Under the direct distribution program of AMS, over 12,400 carloads of surplus foods were distributed during fiscal year 1955 for domestic consumption through the school lunch program and other eligible outlets. The 1954-55 national school lunch program reached nearly 11 million school children, and the schools participating in the program served over 1.8 billion lunches. The special school milk program, initiated in fiscal year 1955, resulted in the consumption of nearly 400 million half-pints above the previous year's rate in the schools participating. In the 41,500 schools participating nearly 8.7 million children were drinking milk.

A limited number of extra copies of this
pamphlet may be obtained from

AMS Personnel Division
U. S. Department of Agriculture
Washington 25, D. C.

